Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 01824 220608Z ACTION NEA-10

INFO OCT-01 EB-08 ISO-00 /019 W

-----113078 220611Z/21

R 211239Z FEB 78 FM AMEMBASSY TEHRAN TO USDOC WASHDC INFO SECSTATE WASHDC 7083

UNCLAS TEHRAN 01824

E.O. 11652: N/A TAGS: BBSR IR

SUBJ: ADS REQUEST: HY-MATIC (NEVADA)

REF 76 STATE A 5078

1. IRAN'S NEEDS FOR CONSTRUCTION MACHINERY HAVE ALWAYS BEEN SUPPLIED ENTRELY BY IMPORTS FROM WELL KNOWN US FIRMS (CATERPILLAR, CASE/TENNECO, CLARK, BARBER GREENE, JB MACHINERY) AND FOREIGN FIRMS (KOMMATSU, FIAT ALLIS, MASSEY FERGUSON). IN 1977, THIS SITUATION CHANGED, AS ONE LARGE PRIVATE FIRM KNOWN AS HEPCO BEGAN LOCAL ASSEMBLY OF CATERPILLAR, KOMATSU AND OTHER MAKES OF CONSTRUCTION MACHINERY WHILE ANOTHER GOVERNMENT-OWNED FIRM BEGAN RODUCTION OF FORK-LIFTS. IN SPITE OF FACT THAT LOCALLY ASSEMBLED MACHINERY NOT COMPETITIVE IN PRICE, QUALITY OR MARKET ACCEPTANCE WITH FOREIGN, IRANIAN GOVERNMENT HAS BANNED IMPORTS OF FORK-LIFTS, LOADERS AND MANY OTHER ITEMS ASSEMBLED BY THESE FIRMS. DURING PRESENT PERIOD OF SLOW ECONOMIC GROWTH, BAN CAN BE MAINTAINED WITHOUT MANY ADVERSE EFFECTS, BUT EMBASSY BELIEVES UNCLASSIFIED

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BAN WILL BE RELAXED AS IT BECOMES APPARENT THAT LOCAL PRODUCTION CANNOT SUPPLY MACHINES REQUIRED FOR IMPORTANT PROJECTS.

2. WITH ABOVE BACKGROUND, EMBASSY CANVASSED SEVERAL IMPORTERS OF CONSTRUCTION MACHINERY AND/OR FORK-LIFTS AND WAS ABLE TO

FIND ONLY THE FOLLOWING FIRM WHO EXPRESSED INTEREST ON LONG TERM BASIS:
MR. MOHAMMAD ALI SHIRIAN
MANAGING DIRECTOR
SALESS MACHINERY COMPANY
11 HATEF STREET
GANDHI AVENUE
TEHRAN
TEL 685358

SHIRIAN AND SUGGESTS HY-MATIC FOLLOW UP WITH LETTER DESCRIBING PRODUCTS AND BACK-

EMBASSY HAS FORWARDED CATALOG TO MR.

GROUND.

MIKLOS

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Message Attributes

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Current Classification: UNCLASSIFIED

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Subject: ADS REQUEST: HY-MATIC (NEVADA)

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